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Division of Extension Information
Extension Service
U. S. Department of Agriculture

April 12, 1946

Information Case Report No. 19

Bulletin

Subject: Illinois Extension Circular 590, "Stop Chinch Bugs - Build Barriers."

Source: Anna C. Glover, editor, Agricultural Experiment Station and Extension Service, University of Illinois.

Edition: 30,000

Cost: \$595, or 2 cents apiece.

Reason for: "Stop Chinch Bugs" was issued in June of last year to take care of what threatened to be a serious emergency in a large part of Illinois. Winter and early spring inspection of farm fields showed that these pests would break loose in enormous numbers if the weather was encouraging. It was a matter of preparing for the worst while hoping for the best.

Problems: "Briefly our problems were: To keep the circular short while covering the subject thoroughly; to keep the language simple and direct (to be concise without being dense); to make the material exciting without 'dating' it; to be ready to run only a few thousand copies or tens of thousands.

"The manuscript came to us in mid-April. Editing was started immediately. We were determined not to let the job run over 16 pages--both for the sake of the farmers and to keep costs down. We were also determined to find a way to use 11 point type (with 2 points between lines) because of its legibility. This meant putting the manuscript through the wringer.

Editing and Publishing: "The authors had their material well thought out. With their cooperation we broke up the long sentences and got rid of third-person passive construction and fancy vocabulary. We succeeded in getting the bugs to move instead of always migrating, we built barriers instead of constructing them, we got rid of sticks and leaves instead of debris, etc. The changes made in the title (originally 'Chinch Bug Barriers: Their Construction and Use') and at the top of page 2 (originally 'How to Have Successful Barriers') illustrate what was done to text, legends, and headings to point them up.

"By laying out a rough dummy and typing the revised manuscript on a line carrying practically the same number of characters as our 11-point line, we did not have to do any special figuring to fit copy to space.

"On May 2 we had galley proof. A little more whittling and we made the squeeze. Fig. 10, however, had to be floated at the top of page 15 in a most peculiar way--so bad it is funny. After wondering whether to toss this cut out, we decided that utility in this case was more important than artistry.

page

"On May 14 we had proof and on May 17 gave the printer the green light. Delivery was indicated for about June 1. The bugs had been held off by cold wet weather, so we were safe. Early in June the circular came off the press.

Distribution: "The farm advisers in the threatened areas and the specialists then took over the job of seeing that every interested farmer got a copy.

"Meanwhile our news service had given broad publicity to the subject and to the circular, so there was continuous coverage from the time the bugs first threatened until the emergency was over.

"The bugs, after all, didn't put on much of a show. The editors were a bit disappointed. Our consolation was that we were ready for them if they decided to engage us this year. There is nothing out of date in the circular, we have a good stock on our shelves, and type is standing for further printings.

Typography:

"There is no question but that a 3-side bleed looks well. I think we have got out of the habit of using it because so often some of the top or bottom of a picture must be sacrificed in order to get the right proportions.

"The strip of bugs on page 2 was an afterthought, and may look it. I think it adds interest to this page. But the real reason we used it was that we thought we ought to have a realistic picture of bugs somewhere and this was the only way we could figure to work one in.

"Eight-point Bookman is often our choice for legends because it is emphatic and readable without taking too much space. Placing figure numbers at the end of the legends enables us to go immediately to the point of a legend and we can get a smooth right-hand margin without fussing with phrasing.

Credit:

"Credit for the detailed reworking of this manuscript goes to Margaret McGlothlin, assistant editor. Credit for many other things about it goes to Charles Herman, a craftsman of rare ability who manages our University Print Shop. His interest in equipping the shop with some of the newer sanserif types, notably Futura, Bernard, Tourist, and Franklin, has enabled us to add character, definiteness, and certain eye-catching qualities to our pages. We have him to thank for our opportunity to keep up to date typographically. I believe that it is the Futura Demibold, as much as anything, that gives that good black-and-white appearance to the pages of this circular."

Readability: A readability analysis of the original manuscript and the finished circular was made by the Division of Field Studies and Training. The editorial work resulted in a marked improvement in readability.

Seven samples in the manuscript checked out as follows:

<u>No. of samples</u>	<u>Grade level</u>	<u>Comparable to</u>
1	7th	Farm Journal
1	high school (soph.-sr.)	Harper's
5	college and over	Yale Review and scientific journals

Seven comparable samples in the finished circular checked out as follows:

1	6th	True Story
1	7th	Sat. Eve. Post
		Ladies Home Journal
3	8th-9th	Reader's Digest
2	high school (soph.-sr.)	Harper's

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